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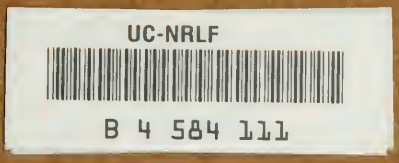

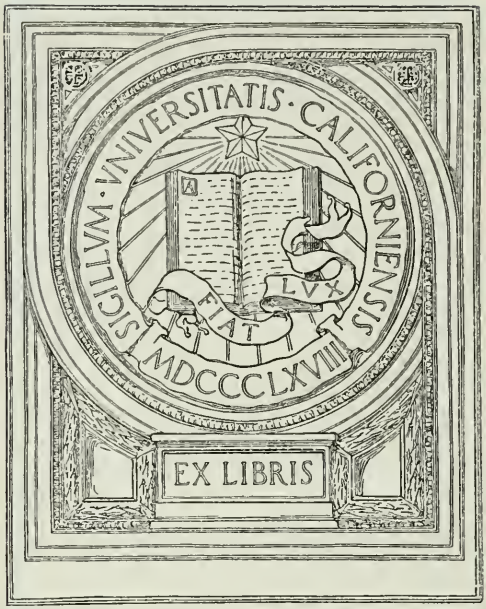
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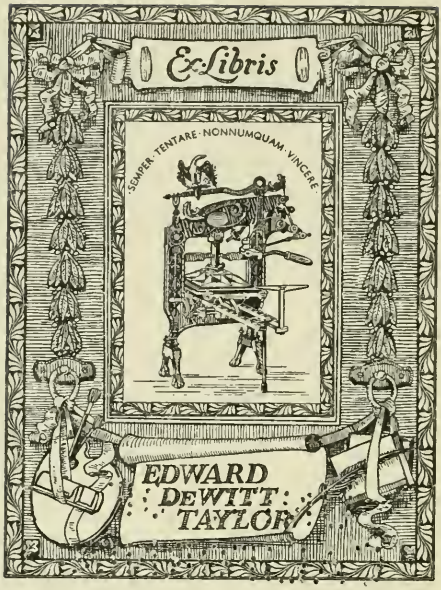

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THE first edition of this little book has long been out of print, and as there have been many inquiries for it from time to time I am re-issuing it, with a few alterations and additions, in the hope that it may still be found useful, not only to Artists, but to all those Craftsmen who have to deal with lettering in some form.

CHAS. T. JACOBI

CHISWICK PRESS
June, 1908

M 5250

EXAMPLES OF TYPE ALPHABETS

I. OLD FRENCH. Chiswick Press.
An elegant and graceful form of letter.

II. FLEMISH. The Patent Type Founding Company.
Somewhat similar to the above but thickened.

III. ORIGINAL OLD FACE. Messrs. Caslon and Co.
The series cut by William Caslon in the middle of the eighteenth century (see also Ex. XI).

IV. REVIVED OLD STYLE. Messrs. Miller and Richard.
Designed in the middle of the last century to meet the demand for a better class of face than the so-called "modern" (see Ex. VII).

V. PLANTIN. The Patent Type Founding Company.
A modernized form of "old style" character (compare Ex. VII).

VI. OLD STYLE ANTIQUE. Messrs. Miller and Richard.
Practically No. IV thickened into a "Clarendon" type.

VII. MODERN FACE. Messrs. Miller and Richard.
Characteristic of the early nineteenth century taste—when type lettering degenerated into extreme thick and thin lines—the period between "old face" (Ex. III) and the "revived old style" (Ex. IV).

VIII. ITALIAN OLD STYLE. Messrs. Stephenson, Blake & Co.
An enlarged copy of the Kelmscott Press "Golden" fount by Sir Charles Reed and Sons, which firm is now incorporated with Messrs. Stephenson, Blake and Co.

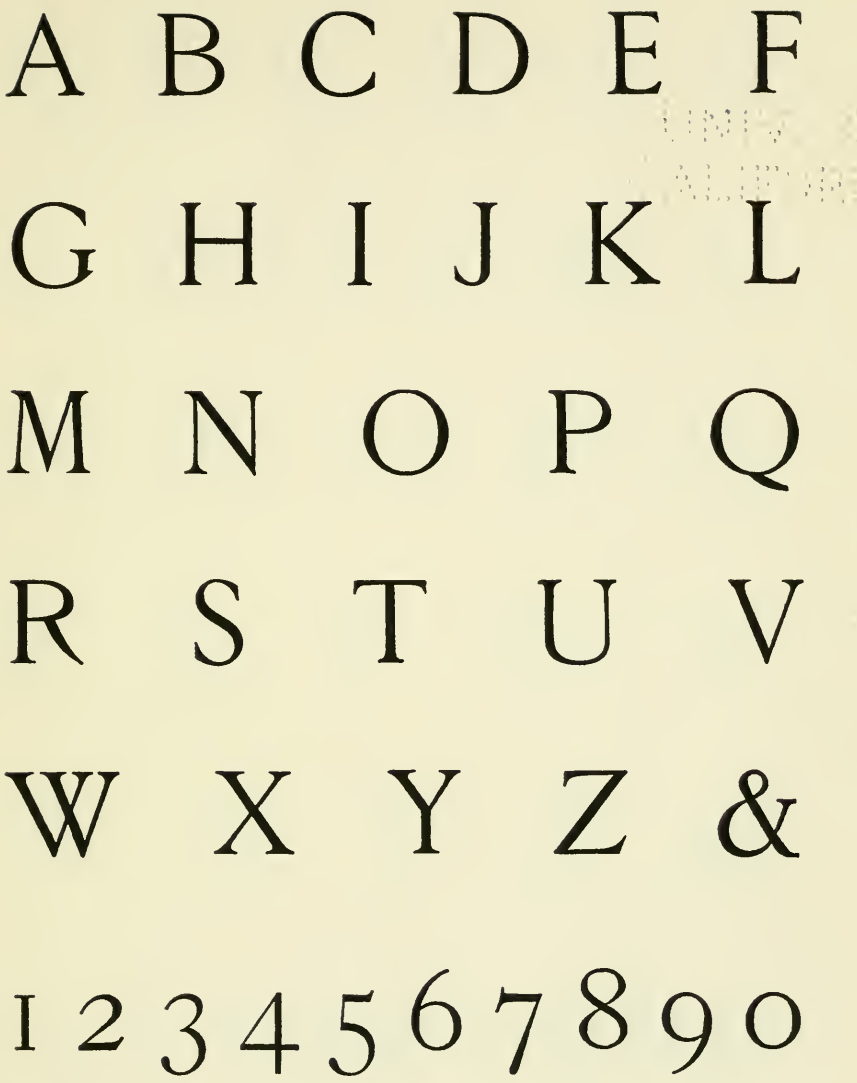
IX. SANS SERIF. Messrs. Stephenson, Blake and Co.
These letters being without "serifs" appear somewhat unfinished, and, although much used, are only given here as showing the more elementary form of the letters.

X. CHELTENHAM. Messrs. Caslon and Co.
A new design based, as far as the capitals are concerned, somewhat on the Old French (Ex. I).

XI. ORIGINAL OLD FACE. Messrs. Caslon and Co.
This is a repetition of Ex. III, but in a somewhat smaller size and with the fine roman lower-case letters added to it.

XII. OLD ITALIC. Messrs. Caslon and Co.
This italic belongs to the series of "old face" type cut by William Caslon (see Exs. III and XI).

XIII. OLD BLACKLETTER. Messrs. Caslon and Co.
The original fount of blackletter cut by William Caslon, and a fairly good reproduction of the character used by Wynkyn de Worde.



Example I

Example II

Example III

Example IV

A B C D E F

G H I J K L

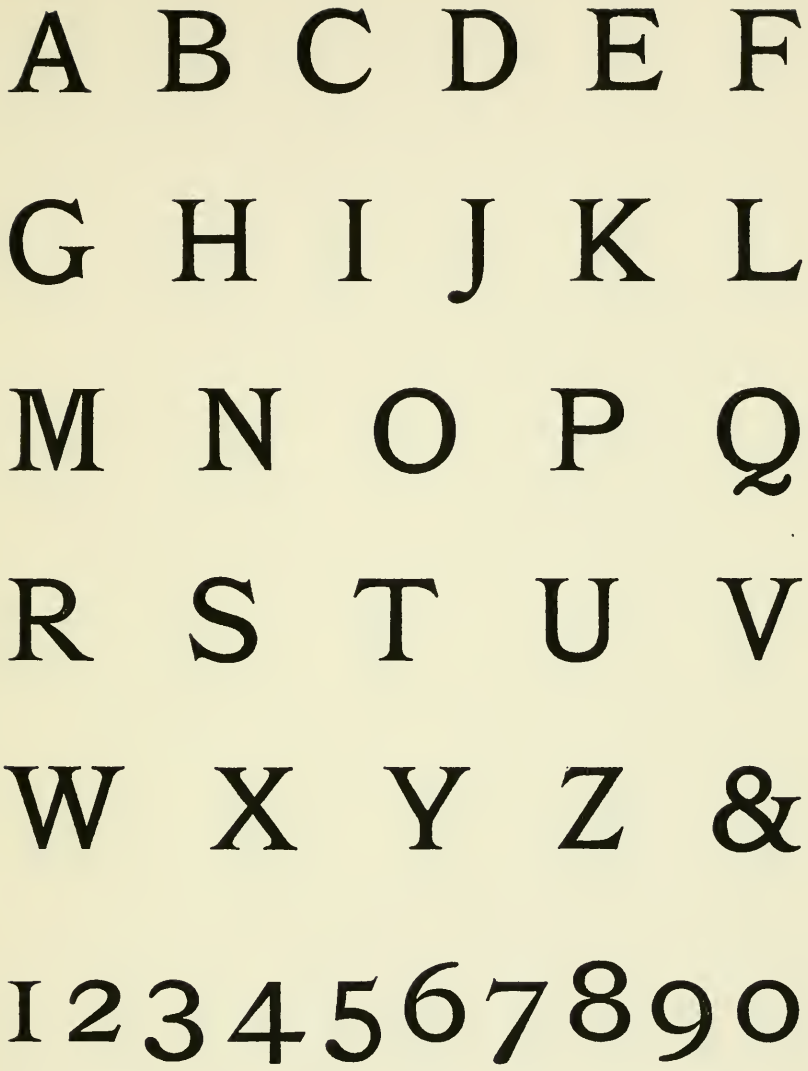
M N O P Q

R S T U V

W X Y Z &

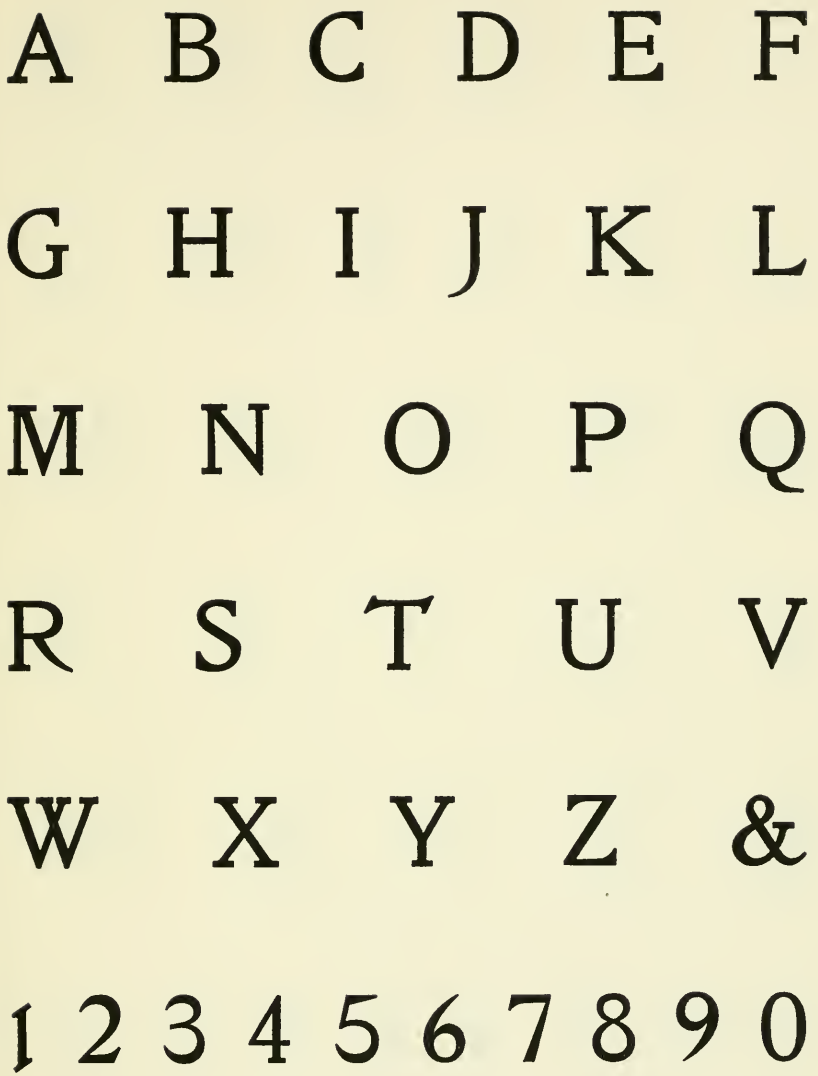
1 2 3 4 5 6 7 8 9 0

Example V



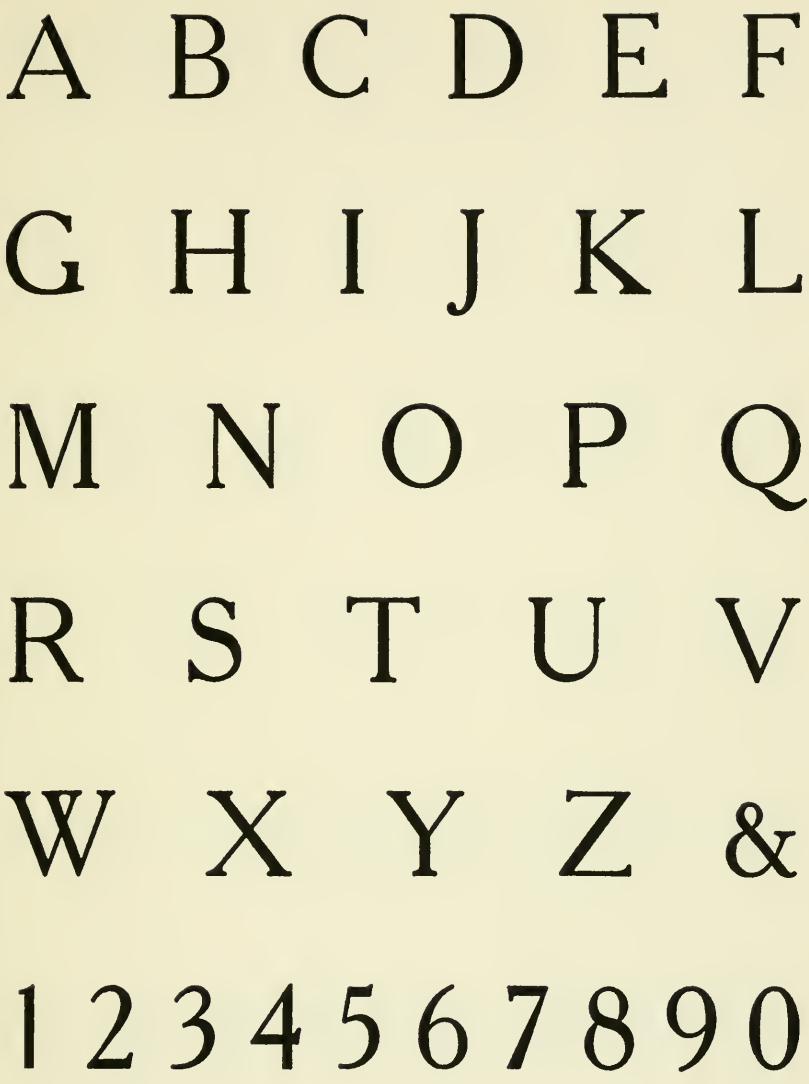
Example VI

Example VII



Example VIII

Example IX



Example X

A B C D E F G

H I J K L M N

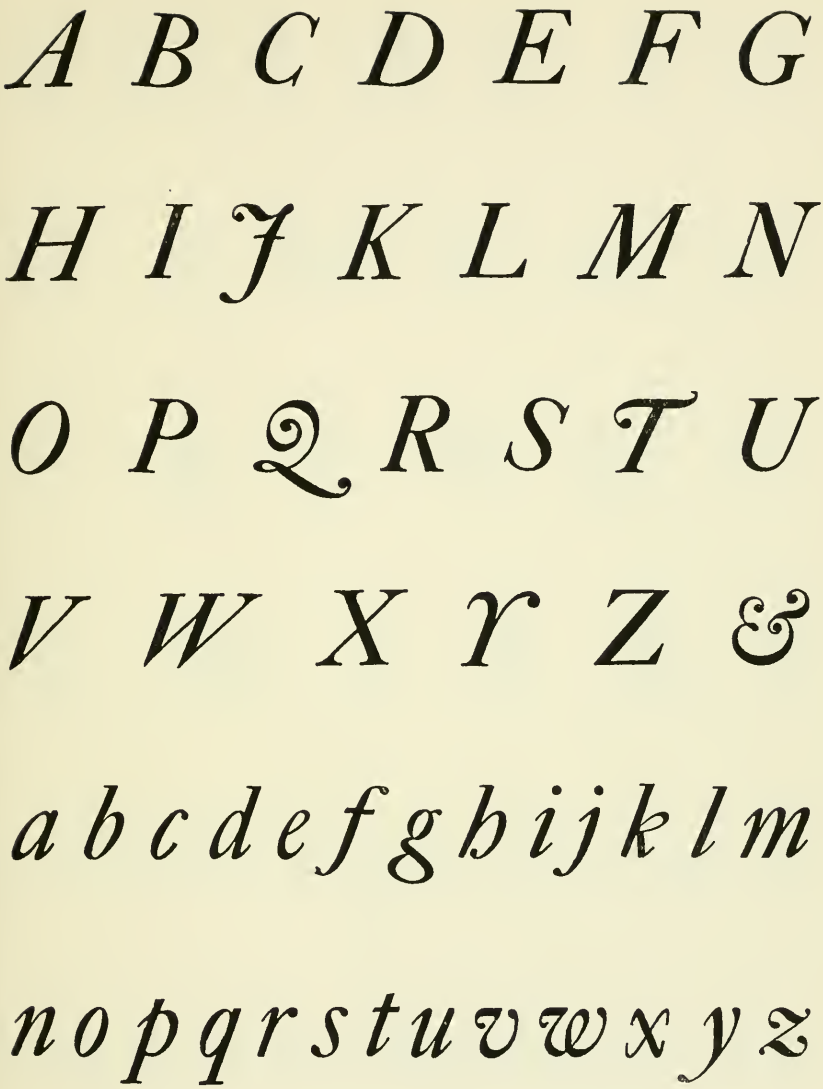
O P Q R S T U

V W X Y Z &

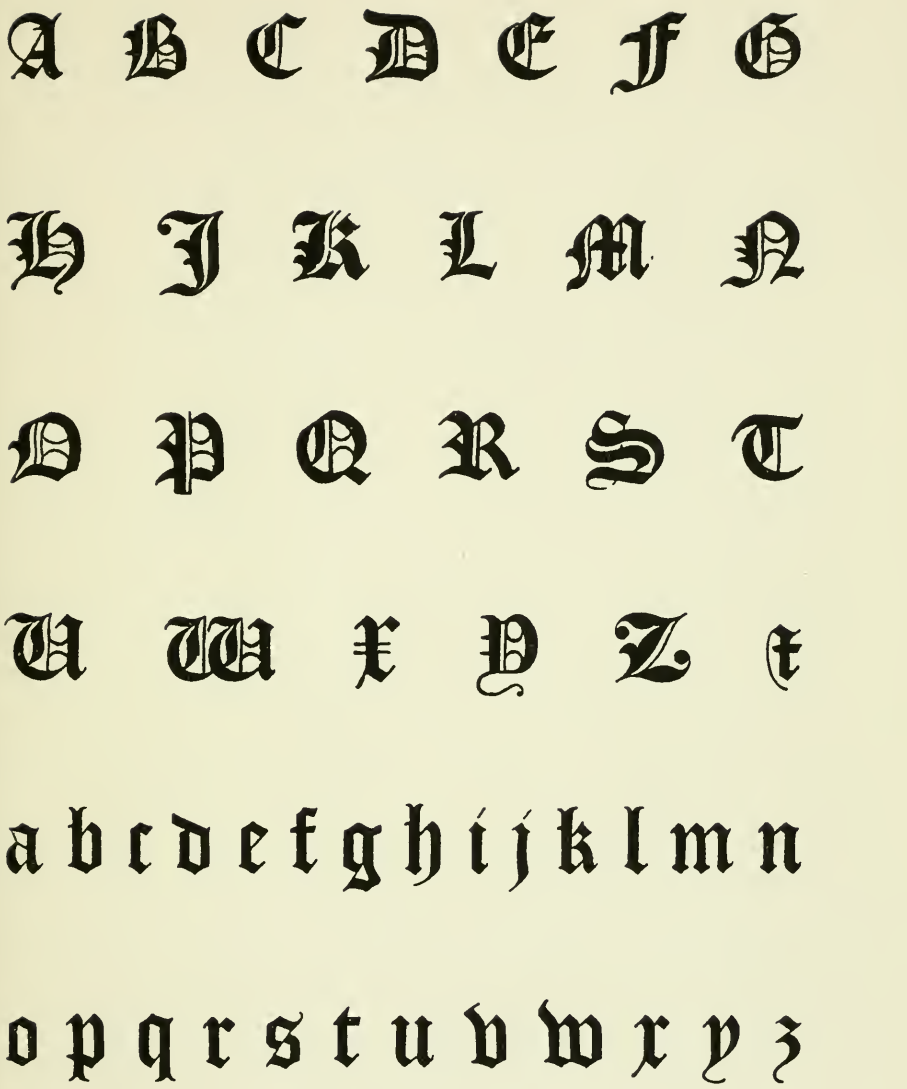
abcdefghijklm

nopqrstuvwxyz

Example XI


A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Example XII



Example XIII

1789—1908

Gaylamount
Pamphlet
Binder
Gaylord Bros., Inc.
Stockton, Calif.
T. M. Reg. U. S. Pat. Off.

YD 31877

M 5250

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